

DEC 29 1924

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✓  
The Flaming Forties  
Photoplay in six reels  
From the story *Remission* by  
by Rex Harte  
Directed by Hunt Stromberg  
Author of photoplay (under Sec 62)  
Dolby Productions Inc. of the U.S.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

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DEC 29 1924....., 19.....

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*Julian Bykowski*

PRESS SH

ON

# "THE FLAMING

PRODUCERS DISTRIBUTING CORPORATION, 469 FIFTH A

## "Tennessee's Pardner," Bret Harte Brought to Life on the Screen Foremost Interpreter

(Stories To Be Used Before Run of Picture)

### LOVELY BLONDE IN "FLAMING FORTIES"

Charming Jacquelin Gadsdon  
Plays Only Feminine Role  
In Latest Carey Film

Harry Carey has a new style of leading woman in "The Flaming Forties," his new Hunt Stromberg production which is coming to the ... Theatre next

She is Jacquelin Gadsdon, a Lois Weber "discovery" and one of the most perfect blondes on the screen.

Although Miss Gadsdon was born in California, her mother and father are from England, and something of the inbred English poise and distinction is noticeable in this unusual little actress.

Her entrance into pictures was quite accidental. While attending High School in Los Angeles, she would often call for her mother at the studios where she was working. One day when her mother was working in a Lois Weber picture, the famous woman director saw her and offered her a small part. But "Jackie" was going to school and it was not until the following summer vacation that she was able to grasp this golden opportunity.

After appearing in a tiny bit in one Lois Weber picture, she was immediately signed for the leading role in "A Chapter in Her Life," one of Miss Weber's latest productions. Since then she has had important parts in "Cor-delia the Magnificent," "Wild Oranges," "The Man Who Won" and "His Hour."

"The Flaming Forties" is a picturization of Bret Harte's "Tennessee's Pardner," and in it Miss Gadsdon has her biggest role as Sally, the most unusual heroine.

### WM. NORTON BAILEY LIKES THE FILMS

Recent Recruit From Stage  
Has First Big Role In  
"Flaming Forties"

As a rule, an actor or actress will insist that they much prefer the stage to the screen, explaining that the applause from an audience gives them an incentive that the cold motion picture camera fails to inspire.

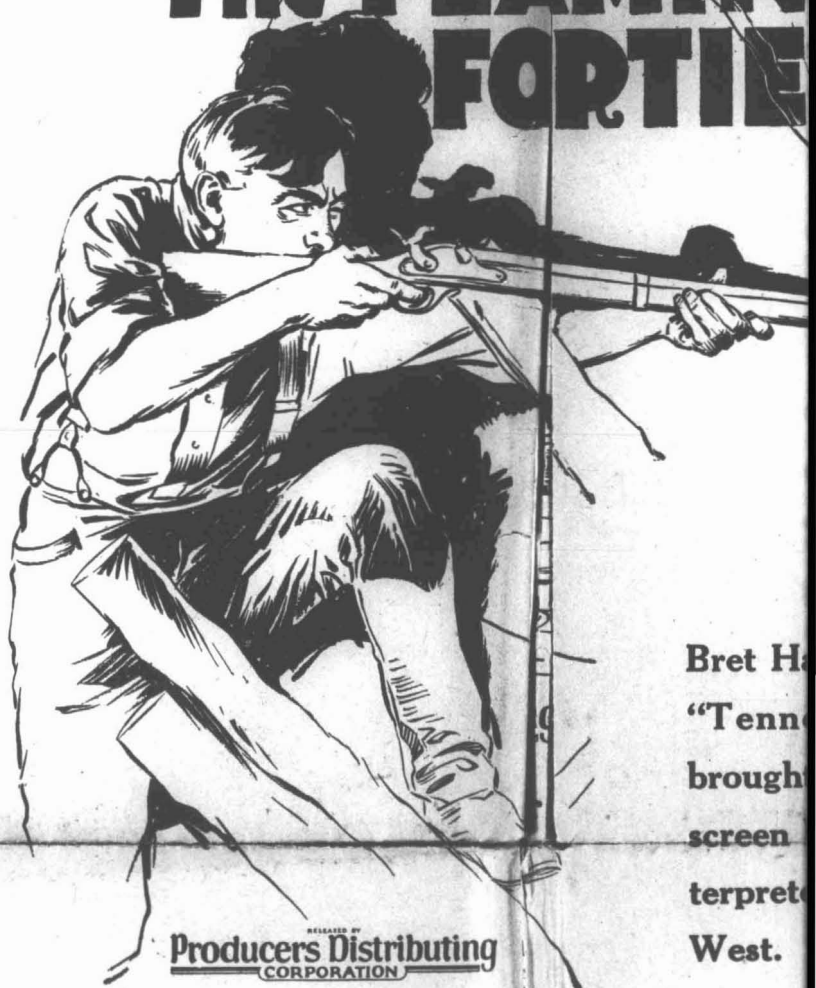
Not so with William Norton Bailey, however. Mr. Bailey, although a recent recruit from footlight land, votes in favor of the silent drama. His first big screen role is the portrayal of Desparde in "The Flaming Forties," Harry Carey's new Hunt Stromberg production, which is to be shown at the ... Theatre next ... has definitely convinced him.

Mr. Bailey is a prominent figure on the New York stage. In addition to playing leading roles in "The Round-Up," "Polly Preferred," and numerous other popular hits, he has been leading man for Grace George and Martha Hedman.

But he came to California with his wife and family and turned to screen work because of the home life that such professional work affords him. Bailey is a graduate of the University of Wisconsin and began his stage career with the famous Pabst English Stock Company in Milwaukee. He is a golf fiend and holds the handball championship of the Friars' Club in New York.

"The Flaming Forties," is a screen version of Bret Harte's immortal story, "Tennessee's Pardner." Other members of Carey's supporting cast include such favorites as Jacquelin Gadsdon, James Mason, Frank Norcross and Wilbur Higby.

## HARRY CAREY in "The FLAMING FORTIES"



Bret Harte  
"Tennessee's  
Pardner" brought  
to the screen  
by Harry Carey  
Foremost Interpreter  
West.

### FOR YOUR INFORMATION

HUNT STROMBERG presents

### HARRY CAREY in "THE FLAMING FORTIES"

Screen story by ELLIOTT J. CLAWSON from "Tennessee's  
Pardner" by BRET HARTE

Continuity by HARVEY GATES  
Photographed by SOL POLITO

Directed by TOM FORMAN  
Art Direction by EDWARD WITHERS

Film Editor - ROBERT DeLACY

Produced under the personal supervision of HUNT STROMBERG

By STELLAR PRODUCTIONS, Inc.

CHARLES R. ROGERS, Vice President

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THE CAST

Bill Jones, "Tennessee's Pardner"	Harry Carey
Desparde	William Norton Bailey
Sally	Jacquelin Gadsdon
Jay Bird Charley	James Mason
Colonel Starbottle	Frank Norcross

A breath-taking tale of the glorious  
and romance when Adventure stood  
man's path, and Danger lurked on every

# RIVOLI--all

Three Copies Ad Cut No. 5



# MINING FORTIES"

G CORPORATION, 469 FIFTH AVENUE, NEW YORK CITY

"Bret Harte's Famous Hero,  
on the Screen by Harry Carey,  
Interpreter of the Eternal West



Bret Harte's famous hero,  
"Tennessee's Pardner,"  
brought to life on the  
screen by the foremost in-  
terpreter of the Eternal  
West.

ing tale of the glorious days of color  
when Adventure stood squarely in a  
and Danger lurked on every side.

OLI... all week

Three C... Cut No. 5

ENTIN  
and WILBUR

(Current Story)

Story During Run of Picture)

## James Mason Plays Noted "Badman" of Bret Harte Story

James Mason just revels in dirty, mean villains. His screen characters have no conscience and stoop to any and all ends to make trouble for the hero and heroine. He is one of film-dom's most convincing hiss-inspirers.

Mason has one of his most interesting bad-man roles in "The Flaming Forties," Hunt Stromberg's new Harry Carey production, which is now showing at the ..... Theatre. In this photoplay version of Bret Harte's "Tennessee's Pardner," he enacts the role of cowardly Jay Bird Charley and he makes the character quite as realistic as Harte set him down on the printed page.

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## Helpful Hints for Your Answer Man

Jeanne: On the contrary — Harry Carey was born in New York and didn't spend his boyhood roping steers. He intended to become a lawyer, but a visit to a cousin's ranch started complications. While there he wrote a play—"Montana"—and when the star became ill, he played the part so successfully that he was given a chance in the films. The legal aspirations were quickly forgotten, and he was launched on a successful film career. He sure is an all 'round "he-man" of the wide open spaces variety! We believe his latest effort, "The Flaming Forties," is coming to the ..... soon, so keep your eyes open!

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"Tennessee's Pardner" To Be  
Known On Screen As "The  
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Foremost "Western" Star and Best  
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Probably no American writer has caught the spirit of the Great West in "The Flaming Forties" and portrayed it so vividly as Bret Harte, humorist, poet, novelist and short story writer.

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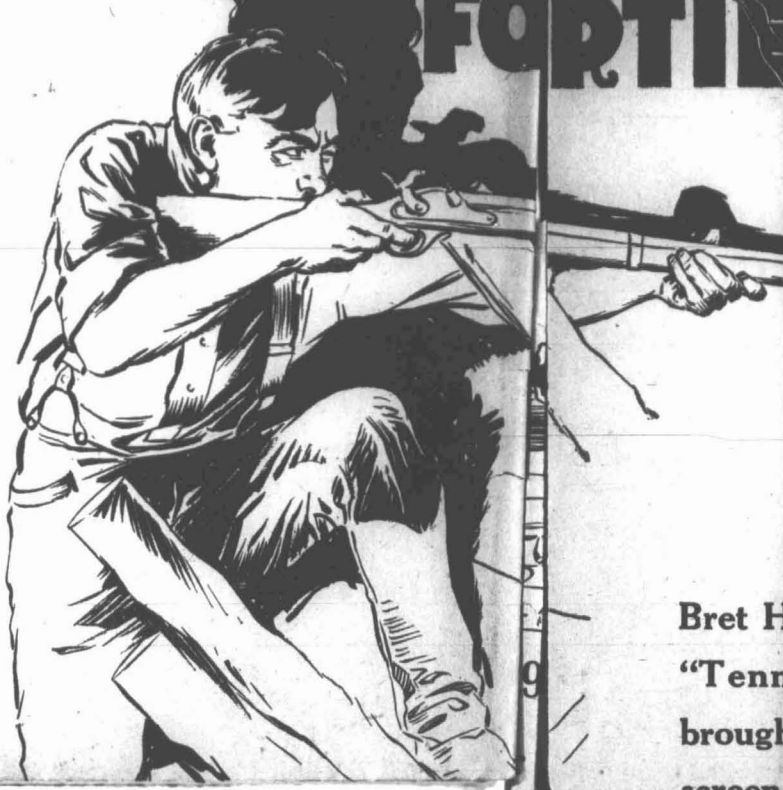
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Producers Distributing CORPORATION

A breath-taking tale of the glorious and romance when Adventure stood man's path, and Danger lurked on every

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Screen story by ELLIOTT J. CLAWSON from "Tennessee's Pardner" by BRET HARTE

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Bill Jones, "Tennessee's Pardner" Harry Carey  
Desparde William Norton Bailey  
Sally Jacquelin Gadsdon  
Jay Bird Charley James Mason  
Colonel Starbottle Frank Norcross  
The Sheriff Wilbur Higby

THE STORY

Bill Jones, on a pioneer trail to California, is held up by a band of outlaws. Bill makes a quick dash for the bandit nearest the edge of the cliff and holds him suspended there. The man pleads for his life and Bill informs the masked bandit leader that if he doesn't let him alone, he will drop his man. The leader admires Bill's daring, grants him his freedom and expels the cowardly bandit from his gang.

Bill settles on the banks of the Sacramento. The daily passing of the steamship is his only touch with the world outside. One night the boat's passengers include Jay Bird Charlie, the cowardly bandit; Sally, a young woman who has come from the south to surprise her husband; and Captain Jack Desparde, the leader of the bandits who held up Bill. Desparde, under the watchful eye of Sheriff Pinkney, is being returned to Sandy Bar to be tried for Highway Robbery. Desparde fights the sheriff and the two go over into the river. Bill, seeing the fight, jumps in and swims to them. Pinkney is nowhere in sight, but Bill brings Desparde back to his cabin. The passengers on the boat assume that both men were destroyed by the paddle wheels.

While Bill is reviving Desparde, the outlaw's watch falls to the floor and reveals a picture of Sally. Bill feels a simple intuition of friendship for the stranger and goes fifteen miles to fetch a horse so that he may get away. He knows Desparde only as "Tennessee."

In Sandy Bar, Sally seeks information of John Corbin, her husband, and discovers a placard with his picture and an announcement of a reward for the capture of "Jack Desparde." This has the effect of making her backslide.

Bill Jones lives in the hope of seeing his friend "Tennessee" again. One day Bill is attacked by Indians and his cabin burned. Desparde and his band arrive in time to save Bill from certain death. Desparde leaves before Bill regains consciousness and so Bill goes to Sandy Bar to search for him. Bill can find no trace for "Tennessee," but he encounters Jay Bird Charley who has induced Sally to run away with him. Bill saves Sally from this and the girl although hardened to men is won over by Bill's kindness. Because of his love for "Tennessee," however, he does not let the romance come to a climax, for he rightly guesses that Sally is "Tennessee's" wife.

Desparde's gang is dispersed and he is barricaded in the saloon. The town waits in ambush for him to come out. His escape is impossible, but Bill seeing a chance to save his "pardner" explains that he can make Desparde listen to reason and give himself up. As Bill nears the saloon, Desparde, not knowing who he is, shoots him, but Bill staggers on. Desparde pretends to fall in with Bill's plan for his escape, but Bill's self-sacrifice makes the outlaw disgusted with himself and he gives himself up.

At the trial, Bill pleads and bargains in vain for Desparde's life. He then holds the men at the point of a gun and forces Desparde to leave. Bill takes Sally with him on another horse and follows the outlaw. Bill and Sally are soon captured and Desparde, from his hiding place, sees that Bill is about to be lynched. Desparde comes out and before he can be captured plunges his horse over an embankment to a quick death.

Desparde's death frees Bill and leaves the way clear for a happy marriage with Sally.

RIVOLI--all

Three C Ad Cut No. 5

PRESENTING

**HARRY CAREY:** Was born and educated in New York and set out to be a lawyer. He wrote a Western drama called "Montana," and played the principal part when the star fell down on the job. This experience convinced him that he wanted to act. He began in films with Biograph. Pictures: "Fight for Love," "Desert Driving," "Crashing Through," "Canyon of Fools," "The Night Hawk," "The Lightning Rider," "Roaring Rails," etc.

**WILLIAM NORTON BAILEY:** Born in Omaha, Nebraska; graduate of University of Wisconsin. Stage career, fifteen years. Appeared in stock and in "The Round-Up," "Up in the Clouds" and "Polly Preferred." Entered pictures in 1912. Stayed five years and then went back to stage opposite Grace George. Pictures include: "Three O'Clock in the Morning," "War Brides," "Is Money Everything," etc.

**JACQUELIN GADSDON:** Born in Lompoc, Cal.; educated at Los Angeles. Discovered by Lois Weber. Pictures include: "A Chapter in Her Life," "His Hour," "Cordelia the Magnificent," "The Man Who Won," "Wild Oranges," etc. Has blonde hair and hazel eyes.

**FRANK NORCROSS:** Born and educated in Boston, Mass. Stage career twenty-five years—actor, manager and own company. Discovered Eva Tanguay. Wrote "I Don't Care" and "The Sambo Girl" and starred her in the latter. Has been in numerous pictures for many companies. Pictures include fifteen O. Henry stories, "The Sporting Duchess," "The Woman on the Jury," "The Alaskan," "Open All Night," "Lily of the Dust," "Nineteen and Phyllis" and "The Fight."

**WILBUR HIGBY:** Born in Churchville, Miss. Educated in Michigan and Hillsdale College. Twenty years in stock. Pictures include: "Intolerance," "Diane of the Folies," "Broken Blossoms," "Queen of Sheba," "The Third Alarm," etc. Has also been a director.

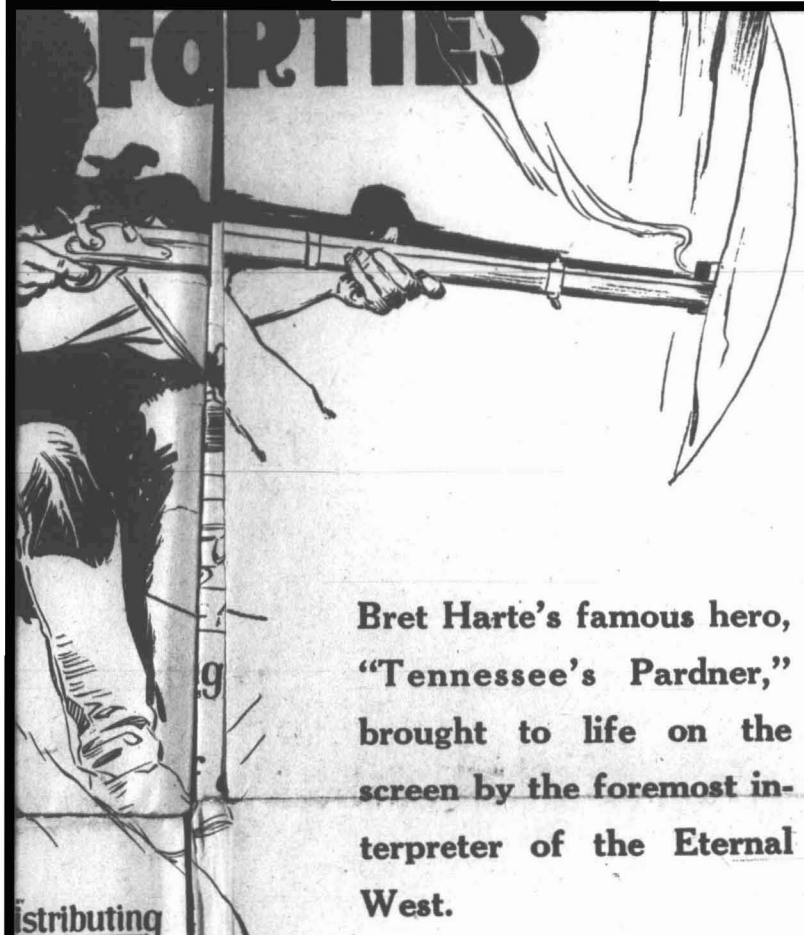
**HUNT STROMBERG:** Producer: Youngest producer in the industry.

Former newspaper man. Began in pictures as director of publicity and advertising for Gwyn and later for Selznick. Then became personal representative for Thomas Ince. Then resigned and set up as a producer. Put out a series of comedy dramas featuring Doris May and then Bull Montana comedies. Is now one of the most successful of the independent producers of features. Latest pictures include: "The Siren of Seville," "A Cafe in Cairo," "Tiger Thompson," "Roaring Rails," etc.

**TOM FORMAN:** Director: Born and raised in T. Was featured in stock companies. Was a member of Belasco stock company in Los Angeles. In pictures was a lead for Kalem two-reelers and a leading man for Lasky for four years. Among the most notable productions he has directed are "The City of Silent Men," "The Virginian," "The Fighting American," "Shadows," "Roaring Rails," etc.

**SOL POLITO,** Cameraman: Born in Palermo, Sicily, and educated in Italy and New York. Early career, still photographer, developer, projector. Among the pictures he has photographed are "The Roof Tree," "Trimmed," "The Loaded Door," "Mighty Like A Rose," "The Bishop of the Ozarks." He is a member of American Society of Photographers.





Bret Harte's famous hero, "Tennessee's Pardner," brought to life on the screen by the foremost interpreter of the Eternal West.

A tale of the glorious days of color when Adventure stood squarely in a Danger lurked on every side.

OLI... all week

Three Col. Ad Cut No. 5

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(Current Story)

**A Better Actor Than Musician**

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atre, has been in pictures eight years, but his only appearance on the stage occurred when he and three other boys ran away from Cornell and formed a musical act which met an untimely end on a small-time vaudeville circuit.



One Col. Scene Cut No. 1

and all ends to make trouble for the hero and heroine. He is one of film-dom's most convincing hiss-inspirers.

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**Arthur**: The "adorable little person" you saw in "Wild Oranges" was Jacquelin Gadsdon. She was discovered by Lois Weber and Lois is proud of her discovery. She is even more lovely off the screen as she is blessed with that exquisite combination—golden hair and hazel eyes. She has the distinction of playing the only feminine role, with the exception of incidental dance hall girls, in Harry Careys latest offering, "The Flaming Forties."

**Mrs. Bruxton**: So you remember having seen Wilbur Higby back in the old stock company days! He appeared in a number of big pictures and we're surprised that you've only seen him on the screen once. He has also done some directing.

### HARRY CAREY STARRED

Foremost "Western" Star and Best Western Writer a Happy Combination

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### Veteran Meets Carey At Last

Frank Norcross, who is portraying Colonel Starbottle in "The Flaming Forties," Hunt Stromberg's picturization of Bret Harte's "Tennessee's Pardner," starring Harry Carey, which comes to the Theatre for a run next

played in two pictures by Griffith in 1913, in which Carey also appeared, but he did not meet the Western star until his present engagement.

(An Advance Program Reader That Gives Promise of a Thrilling Drama)

### HARRY CAREY IN "THE FLAMING FORTIES"

From "Tennessee's Pardner," by Bret Harte

Bill Jones had followed a pioneer trail to California. He built a cabin in the Sacramento River bottom country and attempted to eke out a living by farming.

One day, while in the field, Bill was attacked by a band of fenegade Indians. He barricaded himself in his cabin and put up a valiant fight, but the redmen set fire to the hut and he faced certain death.

He knew no more until an hour later when he regained consciousness and found himself outside the burned cabin. His wounds were carefully dressed; the Indians were gone. There was not a trace of the person who rescued him. Bill was the only one in that section of the country. Who was his mysterious deliverer?

This gripping picture, made from Bret Harte's famous story, will stir you with its thrilling episodes of the new West in the days when glorious adventure was met at every turn.

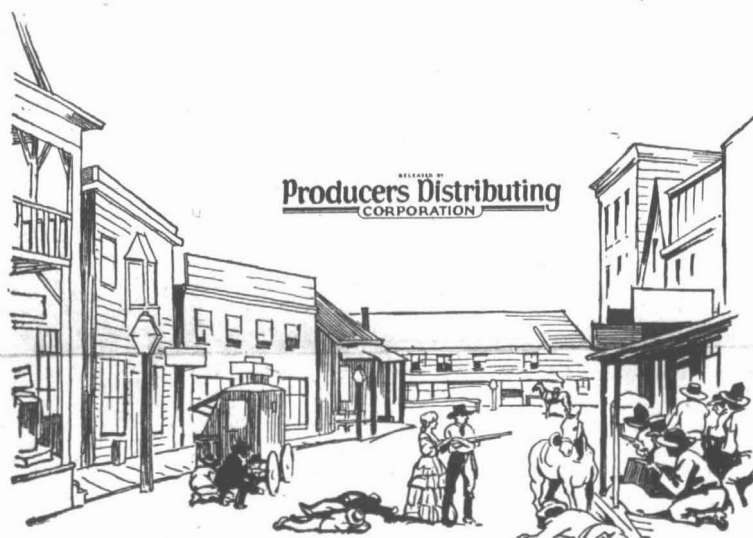
# The Greatest "Western" Actor of Story by one of the Great

## AT LAST-- "Tennessee's Pardner" On the Screen



### HARRY CAREY in "The FLAMING FORTIES"

A gripping picturization of  
the famous tale by Bret  
Harte, America's foremost  
writer of western fiction.



Producers Distributing  
CORPORATION

All the lure of the days of '49 — all the fasci-  
nation of a love forged in danger is in this  
colorful photoplay — the greatest picture  
Carey ever made.

## RIALTO--all week

Two Col. Ad Cut No. 3

**SELL HARRY CAREY, BRET  
HARTE AND "THE FLAMING**

(A Personality Feature—the kind every editor

## HOW HARRY CAREY BECAME A STAR

Noted "Western" Tried  
Pictures For Fun and  
Never Left Them

If you were admired around the  
world because you represented to my-  
riads of admirers all that a red-blooded,  
chapped and spurred Western hero  
should be, would you confess to the  
fact that you were born in the East

and studied to be a lawyer?

Harry Carey, straight-shooter that  
he is, confesses to this sort of thing.  
He was born on East 117th Street,  
New York, and his father was Harry  
DeWitt Carey of the New York Su-  
preme Court. He wanted his son to  
carry out the traditions of the family  
and become a jurist.

It is altogether possible that the  
bench today would be graced by this  
sombre-roed "son of the plains" if it  
were not for the fact that he contrac-  
ted an illness which left him a con-  
valescent in the West for a long period.  
Prior to this attack, Harry had stud-  
ied law at the Hamilton Institute and  
at the New York University. To go  
ahead with his reading of Blackstone  
while convalescing was out of the  
question, but time hung heavy on his  
hands, so he wrote a play called "Mon-  
tana." Later he was starred in it and  
after a successful theatrical career,  
Carey one day visited the old Biograph  
studios in New York. There he met  
D. W. Griffith and Henry B. Walthal,  
both of whom were appearing with  
him on the stage. As was the custom

then among "legit looking on." But  
was one of "just a passing novelty  
feeling of toying with something not  
and a sense of duty. He never  
quite becoming tr immediate. He never  
returned to th nd from that  
day to this himself in a

picturization.  
Not only on t  
is Harry at pi about forty miles  
West. Near Saugus he proudly rides  
from Los Angeles 250 acres. His  
his own range of ep, cattle, horses,  
ranch teems with well-stocked gran-  
aries.

But the real rulers  
are "Doby" Carey, his four-year-old  
son, Ella Ada Carey, his year-old  
daughter, and Mrs. Carey, who  
was Olive Golden town productions  
Among his best k Riders of Ven-  
are "Overland Red," "Marked Men,"  
geance," "The Fox," "Three God-  
"Man to Man" at series of pro-  
fathers." His pres ing made under  
ductions which are vision of Hunt  
the personal super the Night Hawk,"  
Stromberg, include "Tiger Thomp-  
"The Lightning Ride and "The Flam-  
son," "Roaring Rail ing Forties." The he  
production, comes t ext  
..... Theatre engagement of  
..... for ays.

## REVIEWS

### "FLAMING FORTIES" FINE ACTION DRAMA

Picturization of Bret Harte's  
"Tennessee's Pardner" Best  
of Harry Carey's Films

We've seen some mighty fine pic-  
tures dealing with the eventful days  
of '49, but "The Flaming Forties,"  
Harry Carey's latest starring vehicle,  
which had its premiere at the .....  
..... last night, excels them  
all in story and execution. Nor have  
we ever seen Carey do better work  
than in this vivid picturization of "Ten-  
nessee's Pardner," Bret Harte's wide-  
ly read story of life on the wide west-  
ern plains. Lovers of Bret Harte who  
read the old American tale will be  
delighted with this screen version, as  
the well-known star brings the lead-  
ing character, Bill Jones, to life with  
so much realism and color that hence-  
forth when we think of "Tennessee's  
Pardner," we shall visualize Harry  
Carey in the role, and undoubtedly  
all who see his splendid performance  
will do likewise.

The picture is chock full of thrills  
and typical Carey fights of the "flying  
fist" variety. The realism with which  
the renegade Indian attack on the  
hero has been executed caused several  
of those around me to gasp audibly last  
evening.

### CAREY SCORES IN "FLAMING FORTIES"

Noted Star Does  
Work As Bret Harte's  
"Tennessee's Pardner"

Harry Carey and Bret Harte—what  
better combination could there be than  
the screen's best actor of America's best  
writer of Western tales!  
That's why "The Flaming Forties,"  
the picturization of Bret Harte's fam-  
ous story, "Tennessee's Pardner,"  
which thrilled the crowd last night dur-  
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the most realistic  
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If the noted author  
he couldn't help but b  
the way that the po  
interpreted his hero.

And the other charac-  
ters are brought  
to life with equal truth  
Wm. Norton  
Bailey, as the outlaw,  
Desparde, or  
"Tennessee," as he was  
known to his  
pardner; Jacquelin Gadsdon as his  
wife; James Mason as  
the double-dyed  
villain, Jay Bird Charley;  
Frank Norcross as Colonel Star-  
bottle and Wilbur  
Higby as Sheriff Pikey  
Riggs, all play their parts with  
the vigor and  
color that marks  
true Bret Harte  
figure.

The story is rep  
with thrills and  
of mystery and



# "Actor on the Screen in a the Greatest Writers of America

the kind every editor

## RY CAREY AME A STAR

then among "legit" actors, his attitude was one of "just looking on." But Carey, when he was in a picture, offered a part feeling of toying with a passing novelty quite becoming to an actor. His success was immediate. He never returned to the day to this and from that himself in a



### WHAT TO ADVERTISE

"The Flaming Forties" should not be advertised as an ordinary "western." As a production, it has the class and distinction to lift it considerably above the usual picture of this type. The fact that it is a picturization of one of Bret Harte's best loved stories will cause it to appeal to theatregoers who have heretofore not been interested in Carey and his style of pictures, while on the other hand, its numerous thrills and fast-moving action will delight the usual Carey fan.

Inasmuch as Bret Harte is one of the most popular writers of Western stories, it is advisable to stress the fact that "The Flaming Forties" is a photoplay version of his famous short story, "Tennessee's Pardner," and that the picture contains all the human qualities and whimsical characters that distinguished the story. Get the names of the characters into your advertising matter, or they immediately suggest Bret Harte in themselves.

If your audience craves action, get over the fact that this is an unusually fast-moving western with a most unusual plot. Enumerate the many thrills such as the attack of the renegade Indians, the fight on the cliff, the gun duel in Sandy Bar, the thrilling rescue of Desparde from the '49ers Court of Justice, the struggle on the deck of the side-wheeler and Desparde's leap on horseback from a 100-foot cliff.

Don't forget the romantic angle, for here, indeed, is a romance off the beaten path — an effective love interest that never steps beyond Carey's sincere romantic appeal. Play up the angle of the deep friendship of Desparde and Bill Jones, getting over the fact that the picture reveals a real he-man affection — something of a new angle in screen plots.

To many, the quaint costumes, settings and modes of the Gold Rush period will have a definite fascination. The lure of the Days of '49 will always intrigue the interest of brave-hearted Americans and the fact that "The Flaming Forties" is laid in California in that period will give it added drawing power.

Emphasize the fact that Carey gives his finest portrayal to date in "The Flaming Forties." He is acknowledged to be one of the screen's most sincere actors and his portrayal of the whimsical, laconical, lovable Bill Jones is a splendid piece of character drawing.

Accentuate the fact that "The Flaming Forties" was directed by Tom Forman, who directed Carey in "Roaring Rails," and who made "The Virginian" one of the finest screen Westerns ever produced.

Tell 'em that "The Flaming Forties" was filmed largely on the banks of the Sacramento River and that the picturesque Sacramento River Bottom country — rarely filmed before — provides an unusually interesting background.

Don't forget the cast. Jacquelin Gadsdon, one of the screen's most perfect blondes, is a different type of heroine, and Frank Norcross, Wm. Norton Bailey, James Mason and Wilbur Higby are all distinguished players

### VIEWS

## CAREY SCORES IN "FLAMING FORTIES"

Noted Star Does Some Good  
Work As Bret Harte's  
"Tennessee's Pardner"

Harry Carey and Bret Harte—what better combination could there be than the screen's best actor of western roles in a story by America's best writer of Western tales. That's why "The Flaming Forties," the picturization of Bret Harte's famous story, "Tennessee's Pardner," which thrilled the crowd last night during its first showing, is one of the most realistic and entertaining films of the early days that we have seen. In it, Carey does admirable work. If the noted author were alive today, he couldn't help but be delighted with the way that the popular star has interpreted his hero.

And the other characters are brought to life with equal truth. Wm. Norton Bailey, as the outlaw Desparde, or "Tennessee," as he is known to his wife; James Mason as the double-dyed villain, Jay Bird; Frank Norcross as Colonel Stagg; and Wilbur Higby as Sheriff Ike Riggs, all play their parts with the vigor and color that mark the true Bret Harte figure.

The story is replete with thrills and tinged with the softness of mystery and adventure that is the charm of all Mr. Harte's tales.

### TIE-UP WITH BOOK-STORES

You can get some good book windows on the works of Bret Harte, especially on his book of short stories, "The Luck of Roaring Camp," which includes "Tennessee's Pardner," of which "The Flaming Forties" is the screen version. Get the book stores, department stores and drug stores handling books to make a display and put in their window stills, lobby cards, etc., from the picture with a card reading: "Bret Harte's famous characters come to life in 'The Flaming Forties,' the thrilling screen version of 'Tennessee's Pardner,' starring Harry Carey, foremost interpreter of western roles."

### STREET BALLYHOOS

In "The Flaming Forties," Bill Jones is mysteriously presented with two beautiful, snow-white blooded stallions, actually the gift of the outlaw, Desparde, whose life Bill saved. It would be an excellent idea to get two spirited white horses and have a man dressed in a costume similar to Harry Carey's lead them about the streets of your town. Attach an oilcloth blanket bearing the following wording to each

### THROWAWAYS

An effective throwaway would be any one of the following pieces of copy printed on white paper with a background of light red 40's of different sizes and shapes. The printing would naturally go across them.

DO YOU LONG FOR ADVENTURE?

Let Harry Carey take you back to "THE FLAMING FORTIES" the colorful days recorded by Bret Harte in his famous story, "Tennessee's Pardner" AT THE STRAND THEATRE ALL WEEK.

IF YOU ENJOYED BRET HARTE'S STORIES—

You cannot afford to miss "THE FLAMING FORTIES" The screen version of the famous tale "Tennessee's Pardner" It's Harry Carey's best picture!

HOW MUCH WOULD YOU RISK FOR YOUR BEST FRIEND?

One of the most wonderful friendships recorded in fiction is in "Tennessee's Pardner," Bret Harte's famous story, brought to the screen under the title "THE FLAMING FORTIES" A drama of thrills and stirring action STARRING DEEDLESS HARRY

### FOR YOUR MARQUEE

Cut out large letters spelling the words "The Flaming Forties." Around the edge of the letters paste narrow strips of red crepe paper. Drop the letters from your marquee. The wind will blow the strips and give the semblance of flames. This will attract wide attention.

Another stunt which would be effective would be to make different sized cut-outs of the figure 40 from red cardboard, and string them up around your marquee.

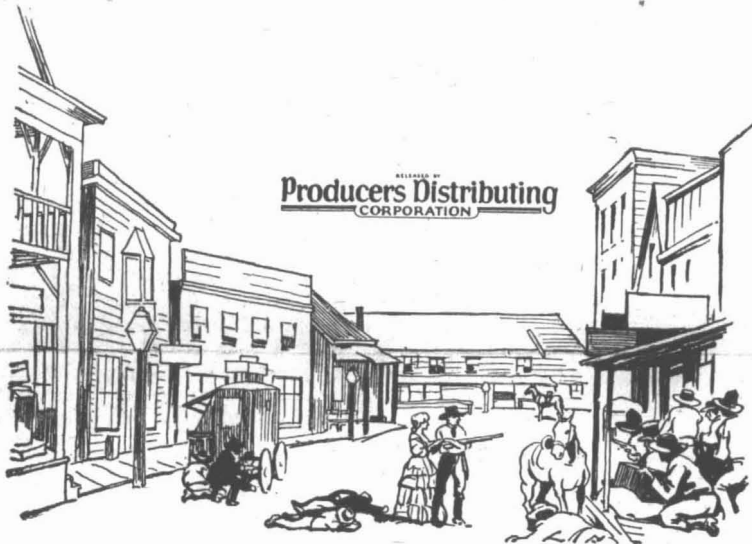
### TIE-UP WITH TAILORS

A few stills show Harry Carey sewing his trousers after his long journey to the West. You will have no trouble in getting the tailors in your neighborhood to put these in their windows with a card reading:

"A man had to do his own mending out West in "THE FLAMING FORTIES" But today you can take advantage of our expert valet service. Harry Carey in 'The Flaming Forties,' thrilling picturization of 'Tennessee's Pardner' by Bret Harte.

# THE FLAMING FORTIES

A gripping picturization of the famous tale by Bret Harte, America's foremost writer of western fiction.



All the lure of the days of '49 — all the fascination of a love forged in danger is in this colorful photoplay — the greatest picture Carey ever made.

## RIALTO--all week

Two Col. Ad Cut No. 3

### SELL HARRY CAREY, BRET HARTE AND "THE FLAMING FORTIES" BY LETTER

Dear Sir: (or Madam)

Probably no writer has caught the spirit of the Great West as faithfully as Bret Harte. And no motion picture actor has interpreted that spirit as faithfully as Harry Carey.

When the two of them are brought together — Harry Carey as the hero of Bret Harte's greatest story, "Tennessee's Pardner" — you can be sure of a corking good picture.

"The Flaming Forties" is the name under which "Tennessee's Pardner" has been brought to the screen. It is not only one of the best Western dramas in which Harry Carey has ever appeared, but we consider it one of the most thrilling pictures that we have had the pleasure to offer.

The supporting cast is comprised of noted players, among them William Norton Bailey, a recent recruit from the stage and a former leading man of Grace George.

If you want a rest from the realism of everyday happenings, why not let Harry Carey and Bret Harte take you back to "The Flaming Forties" — to the days of color and romance, when adventure stood squarely in a man's path instead of lurking around the corner.

The picture will be shown at the Theatre for ..... days, beginning .....  
Cordially,  
Manager.

sombre-roed "son of the plains" if it were not for the fact that he contracted an illness which left him a convalescent in the West for a long period. Prior to this attack, Harry had studied law at the Hamilton Institute and at the New York University. To go ahead with his reading of Blackstone while convalescing was out of the question, but time hung heavy on his hands, so he wrote a play called "Montana." Later he was starred in it and after a successful theatrical career, Carey one day visited the old Biograph studios in New York. There he met D. W. Griffith and Henry B. Walthall, both of whom were appearing with him on the stage. As was the custom

son, Ella Ada Carey, who was Olive Golden to the screen. Among his best known productions are "Overland Red," "The Fox," "Man to Man" and "Three God-fathers." His productions which are the personal supervision of Hunt Stromberg, include "The Lightning Rider," "Roaring Rails," "The Flaming Forties." The production, comes to the Theatre for a ..... engagement of ..... days.

## REVIEWS

### "FLAMING FORTIES" FINE ACTION DRAMA

Picturization of Bret Harte's "Tennessee's Pardner" Best of Harry Carey's Films

We've seen some mighty fine pictures dealing with the eventful days of '49, but "The Flaming Forties," Harry Carey's latest starring vehicle, which had its premiere at the ..... last night, excels them all in story and execution. Nor have we ever seen Carey do better work than in this vivid picturization of "Tennessee's Pardner," Bret Harte's widely read story of life on the wide western plains. Lovers of Bret Harte who read the old American tale will be delighted with this screen version, as the well-known star brings the leading character, Bill Jones, to life with so much realism and color that henceforth when we think of "Tennessee's Pardner," we shall visualize Harry Carey in the role, and undoubtedly all who see his splendid performance will do likewise.

The picture is chock full of thrills and typical Carey fights of the "flying fist" variety. The realism with which the renegade Indian attack on the hero has been executed caused several of those around me to gasp audibly last evening.

The sole feminine role is capably handled by Jacquelin Gadsdon, a dark-eyed, "perfect" blonde, and her wistful presence adds materially to the effectiveness of the production.

It's the sort of picture that really should please everyone, as it is a glorious combination of red-blooded action drama and tender romance.

The capable direction of Tom Forman and Hunt Stromberg, who supervised the production, is apparent in "The Flaming Forties," and if one can judge by the manner in which it was received at the ..... Theatre, it will add another triumph to the long list of successes of both Stromberg and Carey.

### CAREY SCORES IN "FLAMING FORTIES"

Noted Star Does Some Good Work As Bret Harte's "Tennessee's Pardner"

Harry Carey and Bret Harte—what a better combination could there be than the screen's best actor roles in a story by a writer of Western tales! That's why "The Flaming Forties," the picturization of Bret Harte's story, "Tennessee's Pardner," which thrilled the crowd ing its first showing at the ..... Theatre, is one of the most realistic and d entertaining t that we have seen. In it, Carey does admirable work. If the noted author were alive today, he couldn't help but be delighted with the way that the popular star has interpreted his hero.

And the other characters are brought to life with equal truth. Wm. Norton Bailey, as the outlaw Desparde, or "Tennessee," as he was known to his adson as his pardner; Jacquelin Gadsdon as his wife; James Mason as the double-dyed villain, Jay Bird Charley; Frank Norton as Colonel Starbottle and Wilbur Higby as Sheriff Pike Riggs, all play their parts with the vigor and true Bret Harte

with thrills and of mystery and f the charm o There are fight enough to pleas and there is hos and tende

Elliott J. Clawson, who made the screen adaptation, wrote the continuation, and Tom Forman, who made the splendid result of it.

If you are a Carey fan, or a lover of Bret Harte's tales, or just a "regular guy" who enjoys a picture—"if it's good one"—hie yourself down to the Theatre and see "The Flaming Forties".

HUNT STROMBERG presents

## HARRY CAREY in "The FLAMING FORTIES"

by BRET HARTE  
ADAPTED BY HARVEY GATES  
DIRECTED BY TOM FORMAN  
PRODUCED BY STELLAR PRODUCTIONS  
Charles R. Rogers  
VINE PICTURES

Entire production under the personal supervision of Hunt Stromberg

Two Col. Ad Cut No. 4

# Smashing Thrills, Stirring Action



son, Ella Ada Carey, who was Olive Golden to own productions. Among his best are "Overland Red," "Marked Men," "The Fox," "Man to Man" and "Three God-fathers." His productions which are the personal supervision of Hunt Stromberg, include "The Lightning Ride," "Roaring Rails," "The Flaming Forties." The production, comes to Theatre for a

or they immediately suggest Bret Harte in themselves.

If your audience craves action, get over the fact that this is an unusually fast-moving western with a most unusual plot. Enumerate the many thrills such as the attack of the renegade Indians, the fight on the cliff, the gun duel in Sandy Bar, the thrilling rescue of Desparde from the '49ers Court of Justice, the struggle on the deck of the side-wheeler and Desparde's leap on horseback from a 100-foot cliff.

Don't forget the romantic angle, for here, indeed, is a romance off the beaten path — an effective love interest that never steps beyond Carey's sincere romantic appeal. Play up the angle of the deep friendship of Desparde and Bill Jones, getting over the fact that the picture reveals a real he-man affection — something of a new angle in screen plots.

To many, the quaint costumes, settings and modes of the Gold Rush period will have a definite fascination. The lure of the Days of '49 will always intrigue the interest of brave-hearted Americans and the fact that "The Flaming Forties" is laid in California in that period will give it added drawing power.

Emphasize the fact that Carey gives his finest portrayal to date in "The Flaming Forties." He is acknowledged to be one of the screen's most sincere actors and his portrayal of the whimsical, laconical, lovable Bill Jones is a splendid piece of character drawing.

Accentuate the fact that "The Flaming Forties" was directed by Tom Forman, who directed Carey in "Roaring Rails," and who made "The Virginian" one of the finest screen Westerns ever produced.

Tell 'em that "The Flaming Forties" was filmed largely on the banks of the Sacramento River and that the picturesque Sacramento River Bottom country — rarely filmed before — provides an unusually interesting background.

Don't forget the cast. Jacquelin Gadsdon, one of the screen's most perfect blondes, is a different type of heroine, and Frank Norcross, Wm. Norton Bailey, James Mason and Wilbur Higby are all distinguished players

## VIEWS

### CAREY SCORES IN "FLAMING FORTIES"

Noted Star Does Some Good Work As Bret Harte Character, "Tennessee's Pardner"

Harry Carey and Bret Harte—what better combination could there be than the screen's best actor and western roles in a story by America's best writer of Western tales!

That's why "The Flaming Forties," the picturization of Bret Harte's famous story, "Tennessee's Pardner," which thrilled the crowd last night during its first showing at the Theatre, is one of the most realistic and entertaining films of the early West that we have seen. In it, Carey does admirable work. If the noted author were alive today, he couldn't help but be delighted with the way that the popular star has interpreted his hero.

And the other characters are brought to life with equal truth. Wm. Norton Bailey, as the outlaw, Desparde, or "Tennessee," as he is known to his pardner; Jacquelin Gadsdon as his wife; James Mason as the double-dyed villain, Jay Bird; Frank Norcross as Colonel Starbuck and Wilbur Higby as Sheriff Piny Riggs, all play their parts with the vigor and color that marks true Bret Harte figure.

The story is replete with thrills and tinged with the spice of mystery and adventure that is of the charm of all Mr. Harte's tales. There are fights numerous and varied enough to please the most ardent fan and there is a romance rich in pathos and tender appeal.

Elliott J. Clawson who made the screen adaptation, Harvey Gates who wrote the continuation and Tom Forman, director, are to be congratulated on the splendid result of this combined effort.

If you are a Carey fan, or a lover of Bret Harte's tales, or just a "regular guy" who enjoys a picture—"if it's a good one"—hie yourself down to the Theatre and see "The Flaming Forties."

### TIE-UP WITH BOOK-STORES

You can get some good book windows on the works of Bret Harte, especially on his book of short stories, "The Luck of Roaring Camp," which includes "Tennessee's Pardner," of which "The Flaming Forties" is the screen version. Get the book stores, department stores and drug stores handling books to make a display and put in their window stills, lobby cards, etc., from the picture with a card reading: "Bret Harte's famous characters come to life in 'The Flaming Forties,' the thrilling screen version of 'Tennessee's Pardner,' starring Harry Carey, foremost interpreter of western roles."

### STREET BALLYHOOS

In "The Flaming Forties," Bill Jones is mysteriously presented with two beautiful, snow-white blooded stallions, actually the gift of the outlaw, Desparde, whose life Bill saved. It would be an excellent idea to get two spirited white horses and have a man dressed in a costume similar to Harry Carey's lead them about the streets of your town. Attach an oilcloth blanket bearing the following wording to each horse: "WHO SENT THESE FINE BLOODED STALLIONS TO 'TENNESSEE'S PARDNER?' SEE 'THE FLAMING FORTIES,' HARRY CAREY'S LATEST AND GREATEST PICTURE AT THE

Or you can dress a man like the outlaw, Desparde, in western regalia, with a handkerchief over his face. Have him walk in the crowded section of the city and give out throw-aways.

### FOR YOUR LOBBY

The following is a display that will attract a lot of attention and yet is very simple to make. Stand a sign made of beaver board, reading "The Flaming Forties," in your lobby. In front of it put a smaller sign reading "Starring Harry Carey." This sign should be built like a screen, with two side pieces to enable it to stand. Between the two signs place a bunch of ribbon or paper streamers over an electric fan that will blow them up to the sign bearing the title. This will give the effect of leaping flames. If you like you can put catchlines on the two side pieces of the front sign.

If you prefer it, you could decorate your lobby with the different sized cut-outs of the figure 40 as described under marquee stunts.

### THROWAWAYS

An effective throwaway would be any one of the following pieces of copy printed on white paper with a background of light red 40's of different sizes and shapes. The printing would naturally go across them.

DO YOU LONG FOR ADVENTURE? Let Harry Carey take you back to "THE FLAMING FORTIES" the colorful days recorded by Bret Harte in his famous story, "Tennessee's Pardner" AT THE STRAND THEATRE ALL WEEK.

IF YOU ENJOYED BRET HARTE'S STORIES— You cannot afford to miss "THE FLAMING FORTIES" The screen version of the famous tale "Tennessee's Pardner" It's Harry Carey's best picture!

HOW MUCH WOULD YOU RISK FOR YOUR BEST FRIEND? One of the most wonderful friendships recorded in fiction is in "Tennessee's Pardner," Bret Harte's famous story, brought to the screen under the title "THE FLAMING FORTIES" A drama of thrills and stirring action STARRING PEERLESS HARRY CAREY

.....(Date)..... at the STRAND



Scene from "THE FLAMING FORTIES" RELEASED BY PRODUCERS DISTRIBUTING CORP.

One Col. Scene Cut No. 2

### FOR YOUR MARQUEE

Cut out large letters spelling the words "The Flaming Forties." Around the edge of the letters paste narrow strips of red crepe paper. Drop the letters from your marquee. The wind will blow the strips and give the semblance of flames. This will attract wide attention.

Another stunt which would be effective would be to make different sized cut-outs of the figure 40 from red cardboard, and string them up around your marquee.

### TIE-UP WITH TAILORS

A few stills show Harry Carey sewing his trousers after his long journey to the West. You will have no trouble in getting the tailors in your neighborhood to put these in their windows with a card reading:

"A man had to do his own mending out West in "THE FLAMING FORTIES" But today you can take advantage of our expert valet service. Harry Carey in "The Flaming Forties," thrilling picturization of "Tennessee's Pardner" by Bret Harte.

### FOR YOUR NEWSPAPER

The fact that Bill Jones, "Tennessee's Pardner," dared all things and was even willing to give up his life for his friend, Desparde the outlaw, suggests a good subject for a prize letter contest on friendship, such as "What friendship means," "The Best Friend I have had," etc. Before the announcement of the contest mentions "The Flaming Forties," the screen version of "Tennessee's Pardner."

### A COLORFUL ACTION DRAMA!

HARRY CAREY in

"THE FLAMING FORTIES"

from Bret Harte's "Tennessee's Pardner"

Capitol—This Week

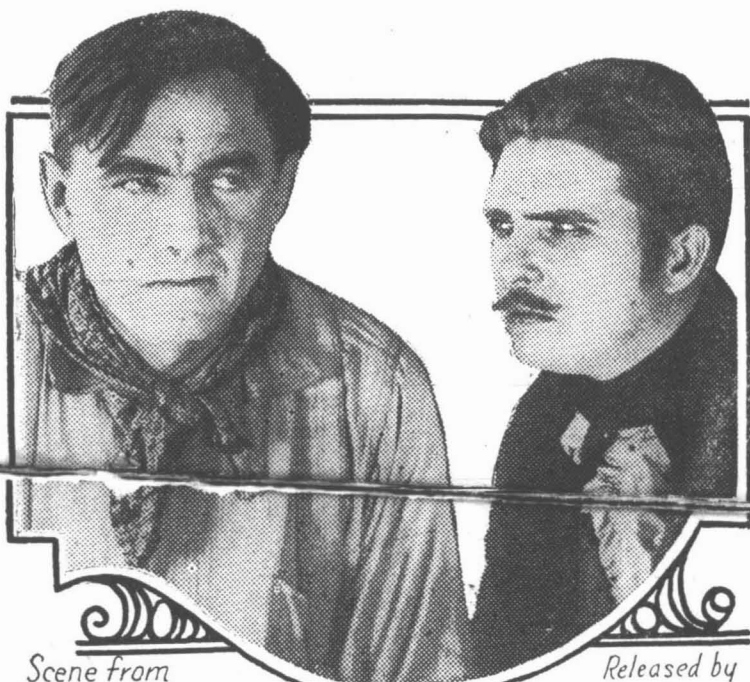
**HARRY CAREY in**  
**"THE FLAMING FORTIES"**  
by BRET HARTE  
ADAPTED BY HARVEY GATES  
DIRECTED BY TOM FORMAN  
PRODUCED BY STELLAR PRODUCTIONS  
Charles R. Rogers  
Vice Pres.

Ad Cut No. 4

# Thrilling Action, Sweeping Drama---



# A Photoplay Of The Glorious Days Dared Much And



Scene from  
"THE FLAMING  
FORTIES"

Released by  
PRODUCERS  
DISTRIBUTING  
CORPORATION

Two Col. Prod. Cut No. 1

## LAST DAY NOTICE "Flaming Forties" Leaves.....

"The Flaming Forties," Harry Carey's latest Hunt Stromberg production, will be shown for the last time at the ..... Theatre tonight.

This is the picturization of the famous Bret Harte story, "Tennessee's Pardner." Harry Carey has the title role as the "pardner" who loved Tennessee as a brother and whose affection was put to the test when he discovered Tennessee was the great outlaw, Desparde.

Jacquelin Gadsdon is Carey's leading woman in this thrilling drama. The supporting cast also includes William Norton Bailey, James Mason, Frank Norcross, and Wilbur Higby.

Elliott J. Clawson wrote the screen story and the continuity was made by Harvey Gates. Tom Forman directed.

## ACTION--- THRILLS---

## HARRY CAREY in "The FLAMING FORTIES"

From Bret Harte's  
"TENNESSEE'S  
PARDNER"

Producers Distributing  
CORPORATION



## Advertising Display Lines

The screen's best actor of western roles in a story by America's greatest writer of western fiction.

Bret Harte's famous hero, "Tennessee's Pardner," brought to life on the screen by Harry Carey, foremost interpreter of the Eternal West.

The story of a pioneer who, despite his simple, easy-going way, became one of the great heroes of the days of '49.

A thrilling tale of the glorious days of color and romance when Adventure stood squarely in a man's path instead of lurking round the corner.

The story of a great friendship that defied the laws of God and man.

All the lure of the days of '49, all the fascination of a great love, all the whimsicality of Bret Harte, woven into the greatest picture Harry Carey ever made.

A story by one who knew and loved the West, enacted by the screen's best loved Westerner.

Bret Harte never wrote a finer story; Harry Carey never made a finer picture.

(Story To Be Used During Run)

## "FLAMING FORTIES" HAS HUMAN NOTE

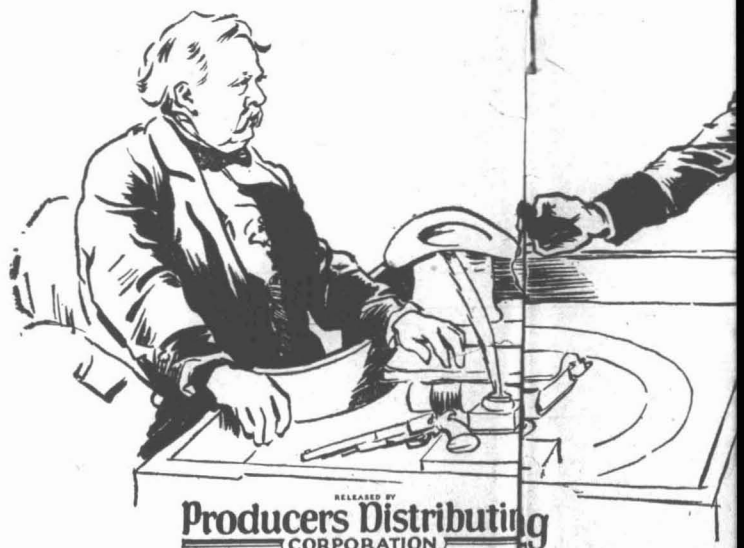
In "The Flaming Forties," the pic-

# HARRY in "The F F

From  
"TENNESSEE'S  
PARDNER"

By BRET H ARTE

Without a moment's hesitation,  
Bill Jones proffered his pile — all  
his life's savings — to save his pal.



Producers Distributing  
CORPORATION

## A Thrilling Story of a Great Grave Danger,

# RIVOLY -- A

Four Col. A

(An Advance Feature That Every Paper Will Use. Take It To  
Your Editor Before Your Run of The Picture)

## VETERAN ACTOR IN "FLAMING FORTIES"

Frank Norcross, Eva Tanguay's  
"Discoverer," Has Role in  
Harry Carey Picture

knew her only as a great hand at  
"Several years  
the West, I return  
launch a musical  
gy," but she go  
ry performance.  
er, after tourin  
to New York t  
edy of my ow  
The Samba Gir

# ous Days When Men Much And Risked All For Friendship

## HARRY CAREY in "The FLAMING FORTIES"

From  
TENNESSEE'S  
By BRET H

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ave his pal.

NER"  
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hesitation,  
pile — all  
ave his pal.



Producers Distributing  
CORPORATION

ling Story of a Great Friendship that Defied the Law,  
Grave Danger, and Death Itself.

### VOL -- ALL WEEK

Four Col. Ad Cut No. 6

at Every Paper Will Use. Take It To  
ore Your Run of The Picture)

ACTOR IN  
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### Trailers Build Business

National Screen Service, Inc., furnishes good trailers on all Pro-  
ducers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer con-  
sisting of main titles, carefully selected scenes and animated sales and  
subtitles.

Their prices are as follows:

REGULAR TRAILERS

(Advance Story)

### WESTERN DIRECTOR FOR WESTERN FILM

Tom Forman Who Guided Carey  
In "The Flaming Forties"  
Knows Country of Story

Tom Forman loves the West. Born and reared on a ranch near Odessa, Texas, this young director understands its people, its laws and its idiosyncracies. Even when he was a popular leading man on the stage, he refused to permit his work to take him East—to Broadway—the goal of every stage

So it is not surprising that Hunt Stromberg engaged Tom Forman to direct Harry Carey in "The Flaming Forties," especially when it is recalled that Forman directed the recent highly successful screen version of "The Virginian."

"The Flaming Forties," which is to be featured at the Theatre next is a photoplay adaptation of Bret Harte's "Tennessee's Pardner." Bret Harte, too loved his West and it was imperative that a director be secured who would be in sympathy with his well-loved story. According to advance reports, this combination has resulted in one of the most interesting pictures in which Harry Carey has ever appeared.

Before coming to the screen, Tom Forman was featured with stock companies in San Diego, El Paso and Los Angeles, achieving outstanding success in the latter city as a member of the famous Belasco Stock Company. On the screen he was a leading man in Paramount pictures for four years before he turned to directing. During this period he appeared with such famous screen stars as Gloria Swanson, Lila Lee, Fannie Ward, Wanda Hawley, Blanche Sweet, Florence Vidor and Vivian Martin. Forman never intends to appear on the screen again, however, and has definitely decided to confine his future bids for fame to his directorial efforts.

## All Week

### HARRY CAREY "The FLAMING FORTIES"

From  
"TENNESSEE'S  
PARDNER"  
By Bret Harte

Producers Distributing  
CORPORATION





LAST DAY NOTICE

**"Flaming Forties"**  
Leaves.....

"The Flaming Forties," Harry Carey's latest Hunt Stromberg production, will be shown for the last time at the ..... Theatre tonight.

This is the picturization of the famous Bret Harte story, "Tennessee's Pardner." Harry Carey has the title role as the "pardner" who loved Tennessee as a brother and whose affection was put to the test when he discovered Tennessee was the great outlaw, Desparde.

Jacquelin Gadsdon is Carey's leading woman in this thrilling drama. The supporting cast also includes William Norton Bailey, James Mason, Frank Norcross and Wilbur Higby.

Elliott J. Clawson wrote the screen story and the continuity was made by Harvey Gates. Tom Forman directed.

**ACTION---****THRILLS---****HARRY  
CAREY**

in

**"The FLAMING  
FORTIES"**

From Bret Harte's  
"TENNESSEE'S  
PARDNER"

Producers Distributing  
CORPORATION

He defied Fate to save the woman he loved.

A stirring chronicle of the Early West.

**ALL WEEK**  
at the  
**STRAND**

One Col. Ad. Cut No. 1

**Advertising  
Display Lines**

The screen's best actor of western roles in a story by America's greatest writer of western fiction.

Bret Harte's famous hero, "Tennessee's Pardner," brought to life on the screen by Harry Carey, foremost interpreter of the Eternal West.

The story of a pioneer who, despite his simple, easy-going way, became one of the great heroes of the days of '49.

A thrilling tale of the glorious days of color and romance when Adventure stood squarely in a man's path instead of lurking 'round the corner.

The story of a great friendship that defied the laws of God and man.

All the lure of the days of '49, all the fascination of a great love, all the whimsicality of Bret Harte, woven into the greatest picture Harry Carey ever made.

A story by one who knew and loved the West, enacted by the screen's best loved Westerner.

Bret Harte never wrote a finer story; Harry Carey never made a finer picture.

(Story To Be Used During Run)

**"FLAMING FORTIES"  
HAS HUMAN NOTE**

In "The Flaming Forties," the picture now playing at the ..... Theatre, Harry Carey appears in a totally different kind of screen "western"—a picture that has all the thrills, action and romance that characterize a tale of the great open spaces, but one that possesses a distinct note of humanness as well.

This photoplay is a picturization of Bret Harte's well-loved story, "Tennessee's Pardner," filmed under the supervision of Hunt Stromberg and released by the Producers Distributing Corporation. All the whimsicality and charm with which Bret Harte endows his stories has been caught in this screen version.

In the title role, Harry Carey is offered his finest opportunity since his memorable "Overland Red." He makes of the laconical, easy mannered adventurer who invades the gold country of early California, a figure that is said to be one of the clearest cut characterizations the screen has seen in months.

Jacquelin Gadsdon, a new type of leading lady, is cast as the appealing Sally. Wm. Norton Bailey is the outlaw, Desparde, James Mason, is Jay Bird Charley, Frank Norcross portrays Colonel Starbottle and Wilbur Higby completes the small but notable cast as Sheriff Pinkey Riggs. Tom Forman's splendid direction is said to keep the action moving rapidly at all times and he has injected a host of genuine thrills into the narrative.

Producers Distributing  
CORPORATION

A Thrilling Story of a  
Grave D

**RIVOLI**

(An Advance Feature That Every Paper Will Use.  
Your Editor Before Your Run of The Picture)

**VETERAN ACTOR IN  
"FLAMING FO"**

Frank Norcross, Eva Tanguay's  
"Discoverer," Has Role in  
Harry Carey Picture

One of the most interesting figures of the American stage appears in "The Flaming Forties," Harry Carey's fifth Hunt Stromberg production, an adaptation of Bret Harte's famous "Tennessee's Pardner," which begins a ..... Theatre ..... run at the .....

Frank Norcross is the gentleman in question, and although today he is seventy-three years old and his hair and moustache are gray, his memory still sticks with him and he can tell of the days when he was a leading man for Charles Frohman and appeared with such great actresses as Kitty Blanchard (afterwards Mrs. McKee Rankin), Mary Anderson, Lotta and Maggie Mitchell.

But he likes especially to tell of how he helped to make Eva Tanguay the great theatrical figure that she is.

"I first met Eva when we were playing 'The Streets of New York' in Holyoke, Mass." Norcross explains. "For one of the scenes we would always take on extra amateur talent, and among the would-be performers who appeared at the stage door was a little raggedy miss who said she could sing and dance. Local folks

knew her only as a great hand at ..... "Several years the West, I return launch a musical writing that I call There I found little but only a 'song a smaller vaudeville that she should play we set about writing song for her.

"A meeting was There were four o Sutton and Jean Le and .....

"We've got to have fit Eva. She has a ality and it will have

"To these remarks anything about me,

"That's it!!" I yell And so we went to that was to make about ten minutes we

"There's no rhyme Nobody could sing it I sold it to a music never made a dime o lieve they sold twenty was strictly a perso could only be sung But the lyrics fitted the song has stuck to

Frank Norcross Starbottle in "The and is one of the feat Carey's supporting ca Jacquelin Gadsdon, Bailey, James Mason by. Tom Forman d personal supervision berg.

**--Every Ingredient To Make You**



ones proffered his pile — all  
e's savings — to save his pal.



Producers Distributing Corporation

**Telling Story of a Great Friendship that Defied the Law,  
Grave Danger, and Death Itself.**

# VOL. -- ALL WEEK

Four Col. Ad Cut No. 6

at Every Paper Will Use. Take It To  
ore Your Run of The Picture)

## ACTOR IN "THE FLAMING FORTIES"

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gy,' but she got y performance. er, after touring to New York to yedy of my own 'The Sambo Girl.' fangy' grown up dance girl' on the rcuits. I decided the title part and n introductory old in my office. , Eva, Harry song-writers,

eners I said, song that will fit Eva. She has an unusual person- ality and it will have to be about that.' "To these remarks, Eva replied, 'Say anything about me, I don't care.' " 'That's it!!' I yelled, 'I don't care.' And so we went to work on the song that was to make Eva famous. In about ten minutes we had it completed. "There's no rhyme or reason to it. Nobody could sing it but Eva Tanguay. I sold it to a music publisher and he never made a dime on it. I don't be- lieve they sold twenty-five copies. It was strictly a personality song and could only be sung by Eva Tanguay. But the lyrics fitted Eva to a 'T' and the song has stuck to her ever since." Frank Norcross portrays Colonel Starbottle in "The Flaming Forties" and is one of the featured members of Carey's supporting cast which includes Jacquelin Gadsdon, William Norton Bailey, James Mason and Wilbur Hig- by. Tom Forman directed under the personal supervision of Hunt Strom- berg.

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### REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

### DE LUXE TRAILERS

Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (In- voiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all produc- tions at nominal monthly service charge.

The following Producers Distributing Corporation exchanges have these trailers in stock:

ATLANTA	DALLAS	DENVER
MINNEAPOLIS	OMAHA	SEATTLE

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK  
845 SOUTH WABASH AVENUE, CHICAGO

**You Can Get an Excellent Service Trailer On  
"THE FLAMING FORTIES"**

WIRE OR WRITE, GIVING EXACT PLAY DATES

The Flaming Forties, which is to be featured at the Theatre next ..... is a photoplay adaptation of Bret Harte's "Tennessee's Pardner." Bret Harte, too loved his West and it was impera- tive that a director be secured who would be in sympathy with his well- loved story. According to advance re- ports, this combination has resulted in one of the most interesting pictures in which Harry Carey has ever appeared.

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## All Week

## HARRY CAREY "The FLAMING FORTIES"

From  
"TENNESSEE'S  
PARDNER"  
By Bret Harte



He befriended her—  
He fell in love with  
her—Then he discov-  
ered she was the wife  
of his best friend.

A Stirring picturization of  
the Great West in the  
days of '49.

## Strand

One Col. Ad Cut No. 2

# e You "Clean Up" The Dollars

# Flaming Posters And Lobby Displays To Herald

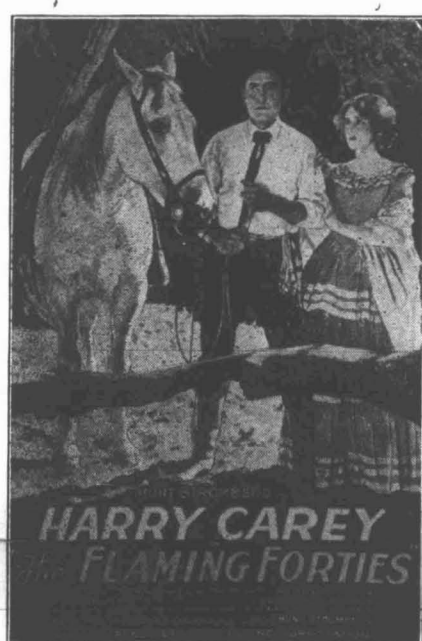


THREE SHEET POSTER 3A

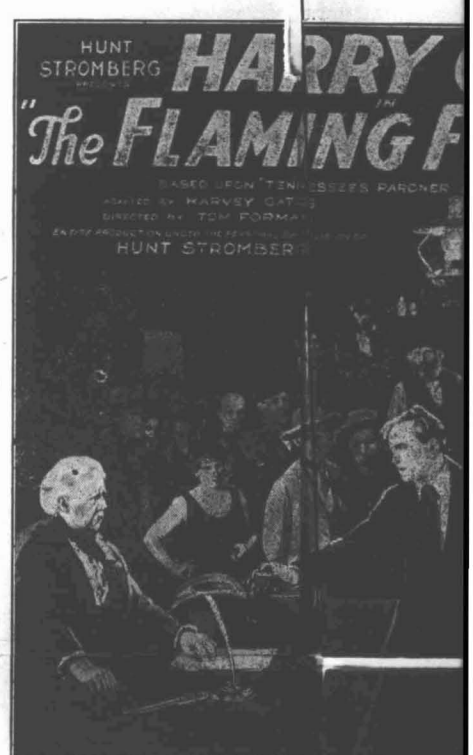


TWENTY-FOUR SHEET POSTER

A COLORED SLIDE  
OF GREAT APPEAL



ONE SHEET POSTER 1A



SIX SHEET POSTER



COLORED INSERT CARD  
(14 x 36)



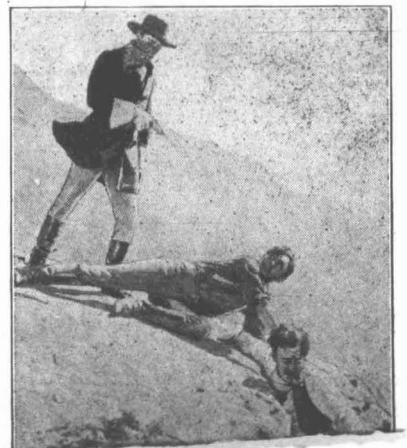


# Lobby Displays

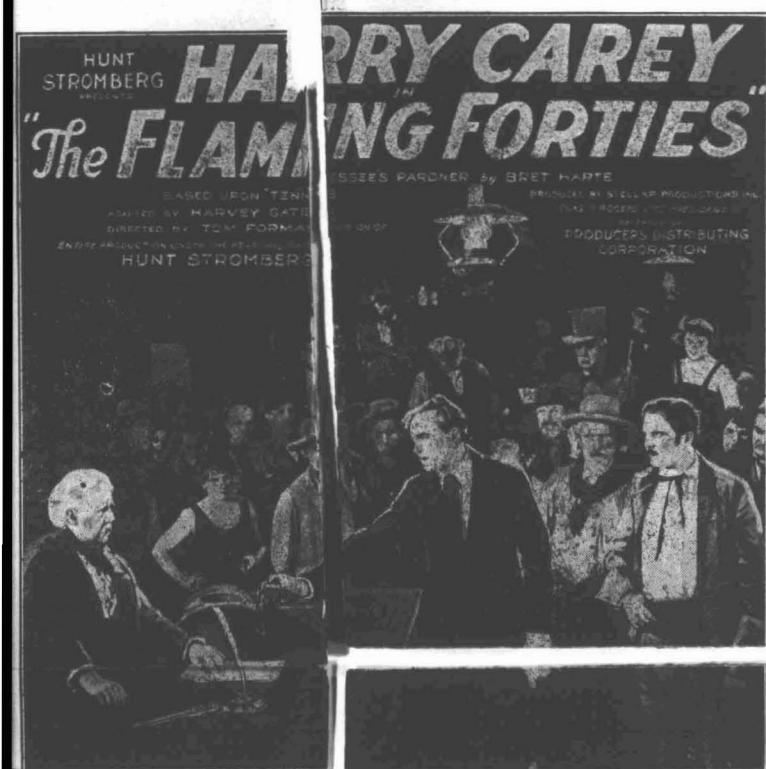
## Herald A Blazing Action - Drama



TWENTY-FOUR SHEET POSTER

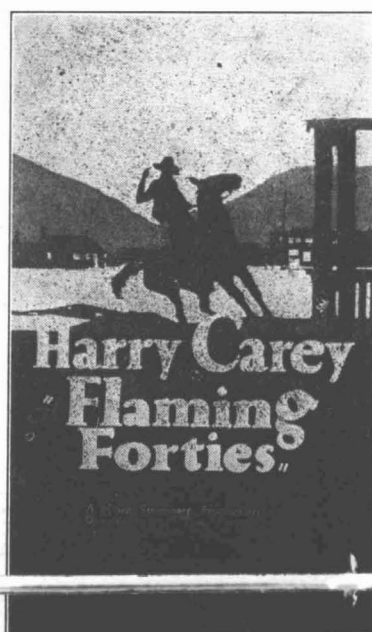


THREE SHEET POSTER 3B



SIX SHEET POSTER

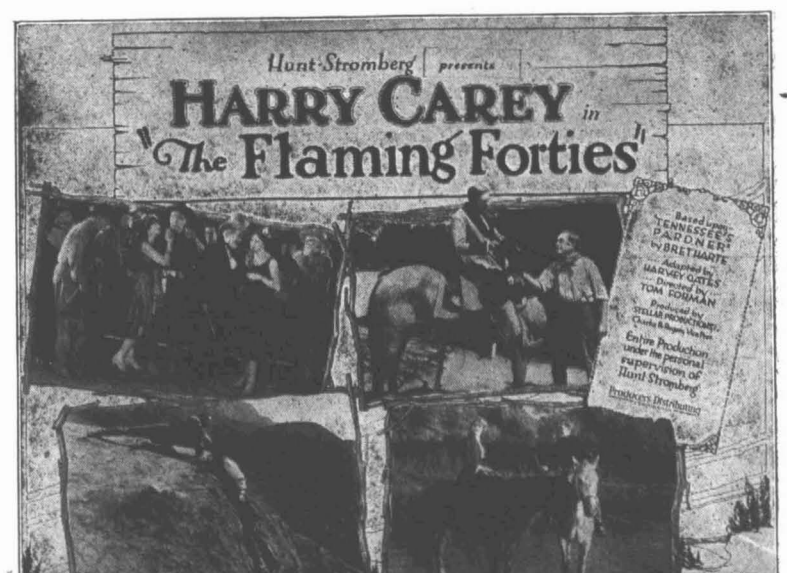
A WINDOW CARD  
TO MAKE 'EM STARE



ONE SHEET POSTER 1B

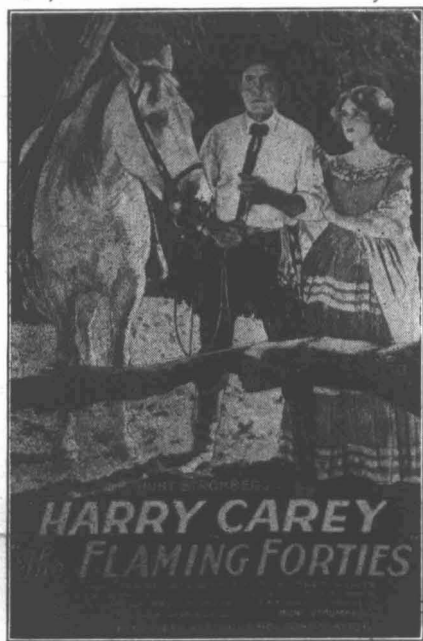


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THREE SHEET POSTER 3A



ONE SHEET POSTER 1A



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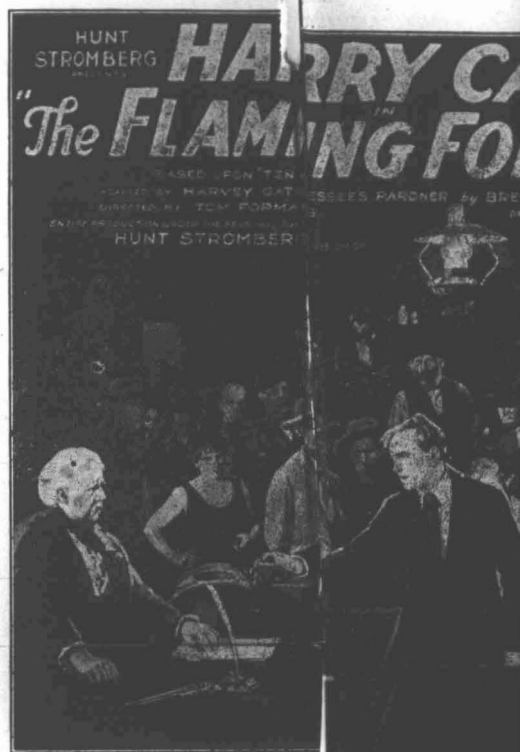


SET OF EIGHT COLORED LOBBY CARDS

A COLORED SLIDE OF GREAT APPEAL



TWENTY-FOUR SHEET POSTER



SIX SHEET POSTER



COLORED INSERT CARD (14 x 36)



TOM FORMAN

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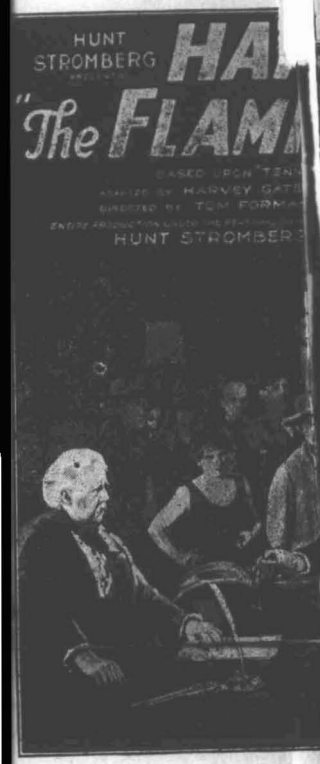
PRODUCTION  
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HUNT STROMBERG  
PRODUCERS DISTRIBUTING CORPORATION

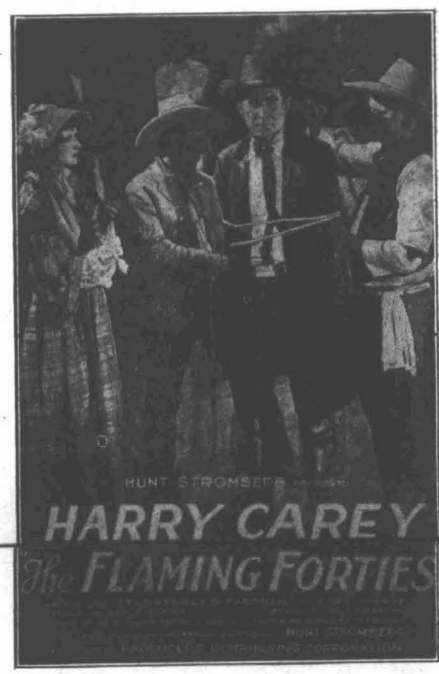
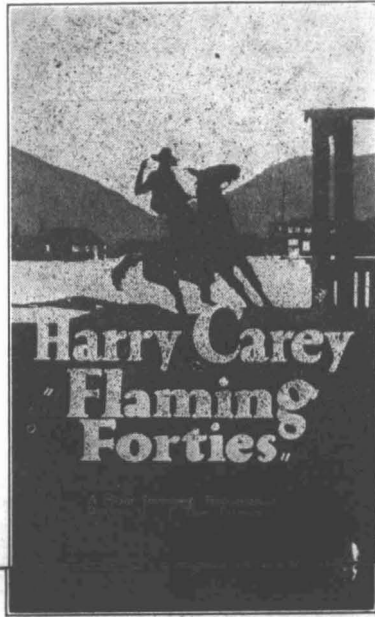
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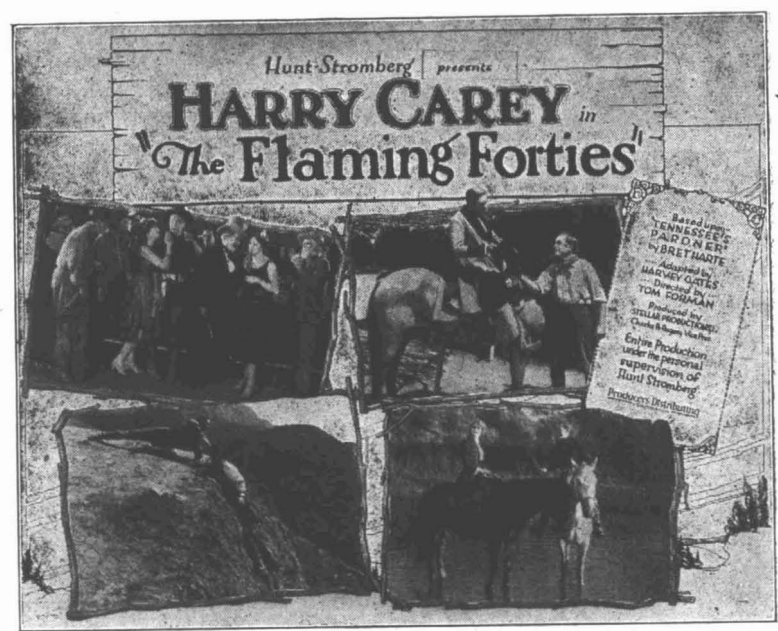
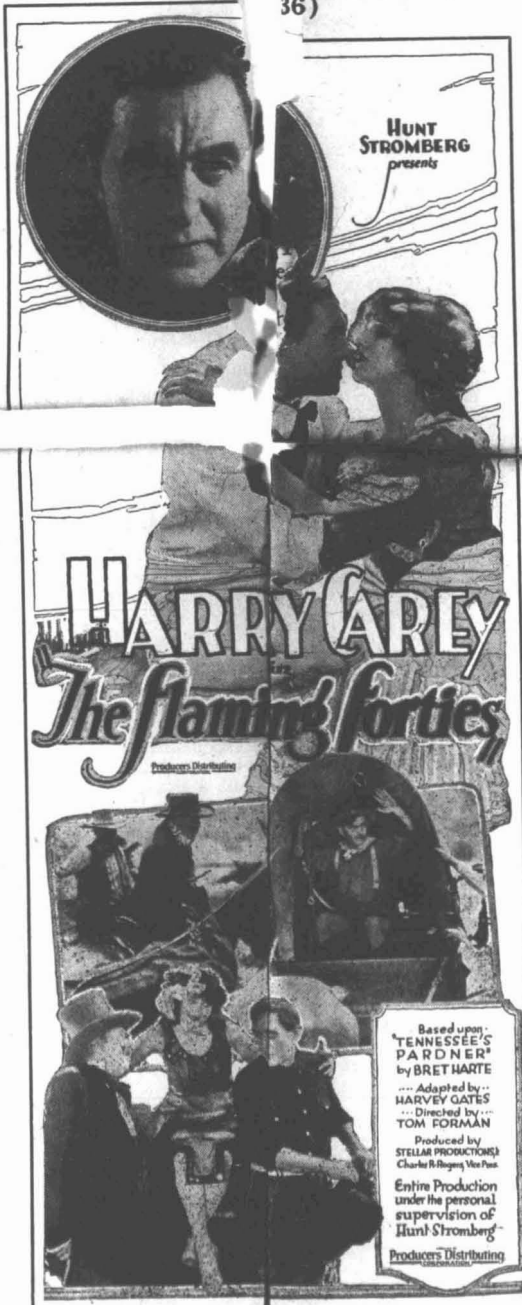
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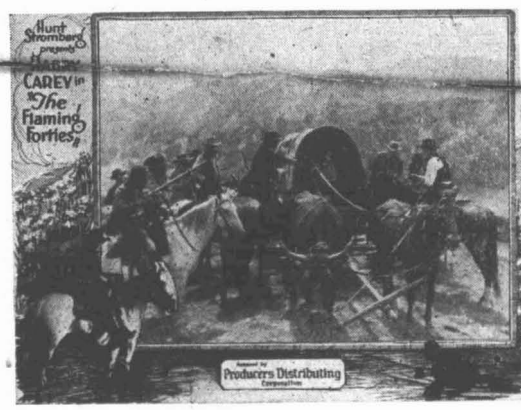


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COLORED LOBBY CARD (22 x 28)



EFFECTIVE LOBBY CARDS (Each 11 x 14)



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